



## SoundBites Podcast Transcript

### Episode: Dr. Grace Sturdivant

Dave Fabry: Welcome to Starkey Sound Bites. I'm your host, Dave Fabry, Starkey's Chief Innovation Officer, and it's my great pleasure this month to have Dr. Grace Sturdivant with us during October, which is a topic near and dear to my heart, Protect Your Hearing Month and also Audiology Awareness Month.

So in my case, long before I was interested in becoming an audiologist, I grew up wanting to be a veterinarian, but long before I ever even thought audiology was going to become my career, I was a drummer and I was a motorcyclist and I had a lawnmower business part-time, and I abused the heck out of my ears. And like many kids, you kind of thought that it was bulletproof, your hearing was bulletproof and took it for granted until... And I even remember playing on the cymbals until my ears rang, thinking that that was pretty cool. Now they won't stop ringing.

So I'm delighted to have you on the podcast today to talk a little bit about your expertise as an audiologist and your focus in your practice and your business on hearing preservation. And really, it would seem counterintuitive for a manufacturer of hearing instruments to want to focus someone who's trying to prevent hearing loss on this podcast. But as we all know way too well, there's plenty of business for us all, and if we can prevent hearing loss that is unintended from occupational or non-occupational means, that's a good thing. So Grace, it's a pleasure to have you here today.

Grace Sturdivan...: Hi. Thank you so much. I'm really honored. I was thrilled when I received the invitation. I've listened to the podcast and I was fascinated when I learned a few episodes ago about your history with your aspirations of being a veterinarian. So you're doing a great job with this and I'm honored to be included, and I'm excited to talk about hearing protection.

Dave Fabry: Well, let's begin though, before the hearing protection, again, Audiology Awareness Month is October, tell me about your life as an audiologist. What's your origin story? Why did you want to become somebody who would focus on hearing and balance and preventing hearing loss as a career?

Grace Sturdivan...: Sure. Well, I'll keep this very brief. I'll give you the Cliff notes version. But I grew up... I live in Mississippi. I grew up in a little town called Grenada, Mississippi, and grew up in a family of... My dad is an avid outdoorsman and a big hunter. So grew up around guns and shooting and riding four-wheelers, or ATVs, I think, as the rest of the world calls them. Lots of noise like most of us did, with no really acknowledgement toward hearing protection.

Fast forward, I was in college, trying to figure out what I wanted to do. I've always been trained in music and loved music, so I studied music for a while. Studied biology for a while. And then I was watching my mother, who's a speech language pathologist, and thought maybe that's what I'd want to do. And during those classes, I watched a documentary of a child receiving a cochlear implant, and it clicked and I thought, "This is what it's going to be for me, is helping people to hear and connect with the world through their ears."

So, went to Vanderbilt, got my doctorate, had plans on having a specialized practice for musicians in the music industry. But my love life had other plans. I fell in love with a boy that's also from Mississippi, and we moved back here. Then I joined the faculty at the University of Mississippi Medical Center and was vice chief of audiology at that department for a little while. And my clinical niche grew into the area of adults who had hearing loss and some form of dementia. And I was seeing firsthand in clinic what I was reading about that was coming out of University of Colorado and Johns Hopkins at the time, and started diving into that topic and wrote a little bit, spoke a little bit about it. Ended up on the ACHIEVE Study, where we were a data collection site for Frank Lin's ACHIEVE study.

I was becoming compelled to help my friends and family, that I grew up in this world of all this noise with no thought for hearing protection. So I started telling them, I started doing the research about what products are available, what features are available, and I said, "All you've got to do is make an appointment to come see me in clinic," and they wouldn't do it. They were not going to take time out of their schedule. So I started a little LLC and packed up my little bag and started going to friends' houses after work, molding their ears.

Dave Fabry: That's awesome.

Grace Sturdivan...: Through a passion project.

Dave Fabry: House calls. House calls. Yeah.

Grace Sturdivan...: House calls. Old school house calls. And had no idea how well received that service delivery model was going to be.

Dave Fabry: That's really interesting.

Grace Sturdivan...: So that is how-

Dave Fabry: Yeah.

Grace Sturdivan...: I'm sure you're wondering how is this all going to tie back together, starting with, "Well, I grew up... I was born on a cold night in Grenada, Mississippi." But-



Dave Fabry: Raised by wolves. Yes.

Grace Sturdivan...: ... it's all come full circle now, and I firmly believe that my focus in hearing protection is this center of the Venn diagram of my life experiences, my training and education, and then this area I'm so passionate about. It's all coming together right there in the middle of that Venn diagram. And for that, I'm very, very grateful.

Dave Fabry: Yeah, and I mean, what a gift to be able to have that compendium of experiences that prepared you for exactly what you want to be doing, where you are, and right now at this point, when we're seeing more awareness for the importance of protecting your hearing, as well as raising awareness for the importance of doing something if and when you do have a hearing loss at any age in life. So I mean, your background, indeed, seems like it's perfectly suited for doing what you do. And few people can actually say that they manage to unify what they love to do with what they're good at. And that, in essence, is the definition, as far as I'm concerned, of finding your passion, and it's clear you have.

Grace Sturdivan...: I agree with you. One point that you said in the introduction that I thought was very on point is it may be counterintuitive to think that hearing protection can help your hearing aid practice. And I would say that is one thing that I vastly underestimated as I was getting into this little niche of hearing protection, which is, by the way, not such a little niche after all.

What's happening and what I'm seeing happen now on an international level is people are being funneled into these hearing aid clinics to get their ear mold impressions made for what they perceive as a consumer electronic product, not a medical device, and that's an important shift. So they go in to see this audiologist, locally, get their ears molded, and they say, "Well, I might as well get my hearing tested." They're getting diagnosed earlier and they're getting hearing aids earlier.

What's the statistic, seven to 10 years from the time you notice a hearing problem to when you do something about it? By focusing on hearing protection and angling it as a consumer electronic hearing enhancement and protection product line that is just a cool gadget, another essential piece of gear in your kit, whether you're a musician or a hunter or a whatever, that shift in perspective is getting people in the doors of good hearing aid clinics and getting them diagnosed and treated far earlier. It will change that statistic.

Dave Fabry: Well, it's a qualified lead. I mean, it's a lead generation mechanism to get those potential patients in younger, under the guise of, indeed, preventing hearing loss. But it's very likely, like me, they've already had some damage done before they... There's still a gap from the moment that they were exposed through occupational or non-occupational noise, and they were alerted to the need to



protect their hearing. So I couldn't agree more with you about the fact that this really fills out your entire scope of practice, beginning with awareness of hearing loss, and with an effort to then shorten that time between acknowledgement that they have a hearing loss and acceptance that they need to do something about it.

And it's almost like... I'll have my okay boomer moment for the day. There was this commercial that I had when I was growing up where it was Palmolive liquid, where two people... One woman's getting her nails done, the other woman's doing it, and they're talking about dishwashing liquid. Which is ridiculous. That's what they're going to want to talk about in the beauty parlor. But the one woman is talking about how mild it is on her hands, and the other one who's soaking, getting her nails done, says, "I'll have to try it." And she says, "Well, you're already soaking in it."

And with regards to hearing protection and a device that can now provide multiple functions, and we're going to dive into that in a moment, you can already be soaking in it and diffusing that stigma with the use and the words, hearing aids, by talking about devices that are designed to prevent hearing loss. But then they may say, "I really like that I get a little bit of boost when I'm using these and they're helping me hear better." Then you can say, "Well, let's do a diagnostic exam and proceed on that part of the journey."

Grace Sturdivan...:

Right. I'm saying let's make hearing protection cool. Let's let it do some cool things, which we will talk about, I'm sure. But a really encouraging and exciting thing for audiologists who largely are feeling a lot of uncertainty with the status of where we are in our field and things coming down the pipeline, I am seeing that when the people that are in their 40s, 50s and they're noticing some loss and they want to stabilize that hearing where it is using protection, they may already have some hearing loss, but they are very adamant that their children be protected. Whether they're in a marching band, whether they're in music lessons, or the number of young shooters that are getting into 4-H and getting into clay shooting and hunting, people are much more quick, less hesitant to invest in quality protection for their kids that their kids will actually use.

So what I envision, which is a little Pollyanna, but by the end of my career as an audiologist, I would love to be able to see that children, specifically who are involved in music and shooting sports and race car driving, are establishing a point of care at prevention stage and monitoring, monitoring, monitoring. Still counseling people. We can't guarantee that when you're shooting a 180 decibel rifle, that you're not going to get hearing protection just by occluding your ear canals. No. But we can give people the most realistic tools, continue doing what they enjoy, and then monitor very closely so that we're on top of it.

Dave Fabry:

Yeah, you're putting it top of mind, and they're getting into that funnel earlier.



Grace Sturdivan...: That's right.

Dave Fabry: As you know and with your background, undergraduate background with speech and language pathology, that inextricable bond between speech and hearing and language development, and for some of those kids who might be exposed at a young age and not already... And we'll talk a little bit about what we're seeing is that increase in noise-induced hearing loss in children and teens in this country. I love your vision.

So now let's go into when you started doing this, what was the first catalyst? You kind of alluded to that earlier, but you sort of said it really started as an extension of your friends and your environment and then making these house calls because they were resistant to coming into a clinic or facility, which I think is in itself an interesting comment. But was that the catalyst then when you realized, "This is something that I can really add to my scope of practice that will help in meaningful ways."?

Grace Sturdivan...: I started out thinking that the service delivery's got to be different, because it's unrealistic to think that people are going to flock to our clinic doors for these services. Because it's hard enough to get them to flock when they're debilitated by a hearing loss. When they're not affected by a hearing loss, they're not coming. So you've got to go to where they are. So this is how I think hearing aid practices could best market themselves with clinical outreach outside the walls of their clinic. And when they're doing outreach, I see it as far better receptive by the community when they are communicating protection instead of just sending out flyers that, "We have great prices on hearing aids," or a BOGO special right now. That's not getting people's attention. But when you come at it as a hearing expert with education about hearing and healthy hearing and hearing healthcare, changing that language, shifting the semantics of it, quite honestly, that's what reaches people. So I knew this was going to be a way for me to recruit people into our hearing aid clinic.

What was the catalyst was when... I grew up in a hunting family, but not a clay shooting family. And clay shooting is a whole world and culture of itself. It's a huge industry. And there's a clay shooting facility here in my backyard, basically, where we host some regional events. There was a big regional shoot where people were there from all over the country, and somebody said, "You know what, Grace? You should go set up as a vendor out there and just see what happens." So I set up a tent. And when I tell you when people heard that an actual doctor of audiology was there talking to people about their hearing and educating people, and by the way, she'll also mold you for some good products, in that order, that priority is very important, people were lined up. Lined up. I came home blissfully exhausted with boxes of ear mold impressions. And I thought, "Oh my word, this is incredible."

Well, what did those people do? They went back to where they live and their home clubs and they started telling people, and I started getting requests from all over the country. So the next couple years were spent... I have traveled a lot to fit groups, to set up at shooting events, and I had no idea how well received it was going to be. And just educating people.

And then when you're operating from that point of, "I truly care about your hearing, and this is a passion for me," the sales come. The sales just come. And because I've been purely focused on protection with this practice, I am making referrals left and right every day to other practices to focus on hearing aids, because I had no idea that hearing protection was going to be such an untapped market, that it was going to take not only my full time, but now our whole team of people that have been hired, their full time just managing protection and then getting people referred to quality clinics for the hearing aid part.

Dave Fabry: Wow.

Grace Sturdivan...: And people have asked, "Well, Grace, you could be making a fortune in hearing aids." But with the way that this business has positioned itself, I personally think that everyone needs a local point of care for the hearing aid portion.

Dave Fabry: Agree.

Grace Sturdivan...: I can do lots of great telehealth type follow-ups on protection. We can troubleshoot. I can even check fit visually. But for hearing... I did hearing aids long enough in clinic. That is a personal relationship. So I'm committed to... I mean, sure, it's sacrificing that whole vertical as a business person, but if I'm really in this for the good of the patient, I am going to vet all the clinics in that area and I'm going to say, "This is where I would send my sister or my dad in your town," and then we send them there and then they've got their local point of care for the hearing aids. And then we continue follow up and follow up with people to make sure that they have all the protection they need.

Dave Fabry: Wow. That is awesome. So you broke one of the barriers, I think, in terms of... One of the things that I've seen in my background as an audiologist, and I worked about 15 years at Mayo Clinic in Rochester, Minnesota, I learned a lot about the business of dispensing hearing aids. I had great mentors in Darrell Rose, and Wayne Olsen, and Chris Bauch, and Martin Robinette. But I learned a lot about the business of dispensing hearing aids from Bud Freeman. He was a dispenser who had an affiliation with Mayo, but wasn't a Mayo employee. But he would have frequent... He would go to events and he would go to senior centers.

And now, it was a hearing aid practice, but what it taught me was just what you articulated at the beginning of this, that so many times for people... They don't want to go into a clinic for this type of a process, but if you come to them, they'll

wait in line. "If you build it, they will come," they said in Shoeless Joe. And you had built this practice that now can keep you and all of the people in your practice busy full time without... Now a lot of people doing hearing aids may wish... They're always worried about the threats of different things, but this, to me, is a prime example of the way that you can serve the needs of the patient, go meet the patient where they are, and provide a service that could prevent hearing loss before it occurs. So when you go to these events, let's go back to the one with the clay shooter.

So when you're making impressions and they're automatically going to come in... Will you ever make impressions for somebody and refer them elsewhere at something like that if there is-

Grace Sturdivan...: Absolutely. Absolutely. And honestly, again, I firmly believe that if you continue doing the next right thing, success will follow. I've had people who have custom hearing protection and they need to get remolded. They didn't buy it from me, but they'll come up and they'll say, "The company told me I just need to send them new ear mold impressions." And I say, "Sure, I'll do that for you. Here. Here you go. Take it."

Dave Fabry: Do you establish a charge for that? A lot of practitioners are going to say, "Well, how do you make money off of this?" And you can say, "Follow your passion and the rest will fall into play," but for someone coming into-

Grace Sturdivan...: There's got to be a margin.

Dave Fabry: There's got to be a margin. So how do you structure that to the degree that you're comfortable talking about it?

Grace Sturdivan...: Sure. No, absolutely. It's all listed on my website and it's all subject to change at any time. And because I want this podcast to live forever-

Dave Fabry: What is that website? What is that website?

Grace Sturdivan...: Otoprotechnologies.com.

Dave Fabry: OtoPro-

Grace Sturdivan...: O-T-O-P-R-Otechnologies.com.

Dave Fabry: Great.

Grace Sturdivan...: And because it does change from time to time, but we have not only the margin built into the product sale, but we also charge a professional services fee in addition to the shipping.



Dave Fabry: Great.

Grace Sturdivan...: So depending on the situation, sometimes I'll be set up at a charity event, for example. Here's a great example. I was at a big shoot with 200 shooters in Peoria, Illinois last week, and I was offering complimentary ear mold impressions. And when you got your ear mold impressions made, you gave me all your data, your customer data, because data's the new gold, right, Dave?

Dave Fabry: Yeah, it is.

Grace Sturdivan...: And once you do that, your name was entered to win a gift card for hearing protection that was drawn. So all those people got complimentary ear mold impressions. And then this week, our OtoPro team is calling every individual person to talk about what they might need hearing protection for, which product, which whatever might work best for them, and then we can do the whole process because we have those impressions. So that's just one example of how it can work.

But then other times, if people just want to wait and have me take the impressions or have whoever we're sending them to take the impressions, we will just charge a service fee for that and hold onto it. And then when they place the order, they'll just pay for product and shipping.

Dave Fabry: Perfect.

Grace Sturdivan...: There's lots of different ways you can do it. Because we have so many people across the U.S., now Canada, Australia that are coming to our website and checking out. When they indicate that they need a referral, which we love, we put them into these audiology practices. And those practices set their own pricing. There is a wide range. I mean, as you can imagine, if you're in Los Angeles, you're going to expect to pay a bit more for that appointment than you are if you live in Jackson, Mississippi.

So OtoPro is not... We are all about supporting each other as audiologists. I firmly believe there's room at the table for all of us. There's plenty of work to be done. And if we support each other, we're going to be able to move the needle. If we get into that scarcity mindset, we're not. Nobody's going to go anywhere. So when we refer people to these practices, they can charge whatever they want for the service of molding their ears. And I encourage them, get them in for a hearing test and a consultation while they're there. Capitalize on... This is your referral of someone who's seeking quality hearing protection. And if they're not already, they will be a hearing aid candidate in the future.

Dave Fabry: Yeah, for sure. And I love the way you've looked to see where there was a need in the market, there was no one filling that role. You ran boldly into it, designed what works for you and your market. I love that as you carefully articulated the





order when you went to the first event. You're a doctor of audiology, who is then focused on the other cascading events. But first and foremost, the doctor of audiology focused on the patient, and the needs of the patient are the only needs that matter.

Grace Sturdivan...: Right. Education first.

Dave Fabry: And education. Before you start worrying about, "How am I going to monetize this?" And-

Grace Sturdivan...: Right. The education piece builds the trust. And once you've established that, I'm just not a pushy salesperson and I don't think there's any need to be, because once you establish trust and they know that if they've got something weird happening with their ear, who are they going to... They're going to call you.

Dave Fabry: They'll call you. Yeah, they're going to call you.

Grace Sturdivan...: And they're going to ask you where to go. So I just couldn't speak more emphatically about the necessity of being an expert on whatever topic you're going out and reaching. So whether it's hearing protection, whether it's... I love what Madison Levine is doing in Charlotte, North Carolina with balance right now. I mean, in addition to her incredible hearing aid practice, she's... The outreach and establishing herself as the expert source in her area for this specialty.

So I mean, heck yeah, if somebody calls me in the Charlotte area, I know exactly where I'm sending them. And I want to support her, I cheer for her, because that's what we all need to be doing. There's a lot of responsibility and work that goes into being a professional like an audiologist, because we are really bound ethically to continue learning and to continue being an expert. So you can't rest on your laurels of, "Well, this is just how we've been doing it forever." You've really got to stay challenged, because if you want to establish that trust, you've got to truly be the expert.

Dave Fabry: Yeah, that's the hard part. No greater burden than a great responsibility to continue learning and continue to maintain that expert status. And I think that means that you have to be aware of the products that are out there, the services, the types of technologies available.

What percentage would you say... You've highlighted the ear mold impression part of this process several times. What percentage of the form factors are custom versus stock, sort of the triple-flange or something like that? And how do you differentiate that beyond just the price point?



Grace Sturdivan...: Until June... So OtoPro started in fall of 2018. Didn't really get ramped up until later on in 2020, honestly, when the Phantom came out. Thanks for that. And it was not until June of 2022, just a few months ago, that I dispensed anything that was non-custom. Everything up until that point was custom. I'm just a firm believer that... And I tell people all the time, the most important aspect to any hearing protector is the fit. We've got to make sure it fits you appropriately and that there's a full-

Dave Fabry: Especially for these types of products. Yeah.

Grace Sturdivan...: Right. There's got to be a complete acoustic seal. So we've got to make sure there's no air leakage and that it's not wiggling its way out.

Up until June, if we couldn't do custom, I was meticulously teaching people how to wear foam earplugs correctly, which is an art.

Dave Fabry: Hard. Hard.

Grace Sturdivan...: And not many ears can do it, because they just don't stay put and then you're just setting yourself up for damage.

So I had some exposure with a guy named Steven Rinella. He's out of Bozeman, Montana. He's an ultimate outdoorsman. He has the MeatEater show on Netflix and a cult following. Podcast, books, the whole thing. When I was introduced to him and his team, we spent a long time talking and he said, "If we're going to have you on the podcast..." This was something that I would say has been a realization of mine I wish I had done sooner. He said, "If we're going to have you on the podcast, so much of our listenership is just never going to pay more than a hundred dollars for a set of earplugs. It's not in the cards for them. These are people that are out hunting public land. You've got to have something that's more accessible financially for people."

So that's when I started doing a triple-flanged filtered product. And I'm so thankful that I did for a couple of reasons. I'm still educating people that if you start with that non-custom product, let's make sure you're in the appropriate ear tip size. We have four different sizes to choose from. And then when the time is right, we are still encouraging you to get the custom piece built.

So what we're doing is we're doing the non-custom product, and then at any time, people can go to the website and just purchase the custom sleeve and move that high-end filter from the non-custom to the custom, so that it's an upgrade. And then all in, they've only paid as much as what they would have if they had done the custom version to begin with. So it's giving people-

Dave Fabry: A great way to get them in and get them thinking about it and then migrate into that higher end.



- Grace Sturdivan...: Exactly. What I didn't consider about that is that now that we have that, when I go set up at a shoot, that's something that people can purchase and wear that day and wear for the next two, three weeks while they're waiting on their custom product to come in.
- Dave Fabry: Good idea. And then they haven't spent in total any more than what they would've if they just went out on that high end. You get them in early, get them hooked on the product.
- Grace Sturdivan...: Precisely. So that's something I'm really thankful to... I mean, not only was the Meateater exposure just incredible for the building awareness about hearing protection, but bringing that product into the marketplace has been a fantastic tool that has allowed us to reach significantly more people.
- Dave Fabry: Well, I love that you've got those different solutions for different budgets, for different needs. But also I love your commitment to making ear mold impressions and making them properly. I mean, I think an entire generation of audiologists, with the ease of fitting of RICs with a dome tip, have forgotten the art and science of making effective ear mold impressions. And particularly for what you're doing, that is critical.
- Grace Sturdivan...: You'd also be surprised... This was a shock to me, especially in the clay shooting world. And this may come as a shock to some people, the audiologists listening to this podcast. There are people who set up as vendors at these events and they've never ever been taught anything about the ear. And they are shooting impression material into people's ears without looking in the ear first.
- Dave Fabry: Goodness. Yeah.
- Grace Sturdivan...: They're just jamming impression material in it. Can you imagine?
- Dave Fabry: No. No. It's terrifying.
- Grace Sturdivan...: It's terrifying. I was at the Greater Houston Sports Club a couple months ago, and there was a guy who said, "I've had so and so mold my ears so many times, and he also sells shooting glasses and all these accessories. And by the way, I'll shoot some goo in your ears and we'll make some custom plugs." So I said, "Well, how about you give me a shot at this? Let's see." And I look in his ears, he was so impacted with wax. And I had him set up with drops and he went. I sent him to go lie down on each side like this with drops, setting up, both sides. And then I'm trying to scoop it out with my curette, and I'm like, "Look. I'm so sorry, but this is going to be a little bit of a process for you."
- Dave Fabry: A process. Yeah.



Grace Sturdivan...: I'm going to refer you to an ENT in Houston that can get this professionally cleaned out, but please do not let anybody poke anything in your ears until this is taken care of.

Dave Fabry: No, adding insult to injury on this.

Grace Sturdivan...: That's right. So-

Dave Fabry: Literally.

Grace Sturdivan...: ... there are other people out there trying to reach this population who should not be. This is where audiologists need to be.

Dave Fabry: This is our scope of practice and it fits. It differentiates you. You've established such a differentiation in this space, using your expertise, serving the needs of individuals who are at risk of hearing loss. I mean, there's so many. I could go on and on and on with how many ways you've just blown this out of the water. It's great.

Grace Sturdivan...: Well, thank you. Honestly, I can't take a whole lot of credit. I honestly feel like I've been very shortsighted along the way. I mean, if I had had any idea that this was what this could become, first of all, I probably would've talked myself out of it, because it would've sounded so ridiculous at the time. But it's truly been... I mean, like I say, it's not that I had some genius vision back in 2018. It's just been a continual process of these baby steps and then pivoting toward what works, and there we go. That's it. I mean, I'm at the point now where finally I'm a believer enough in my own business where there's strategy that's happening and there's lots of growth that's more strategic at this point. But it took me a long time, even myself, to believe that this could boom the way it is.

And there's plenty... And I don't say this to tout my own business. I say this to encourage audiologists and practice owners that there is room at the table. There is work to be done. And from a consumer protection standpoint, for those examples I just gave, I mean, this is our responsibility. Audiologists can and should be the gatekeepers to hearing healthcare. And to be the gatekeeper, you've got to get out in front of it and try to reach people before the problem starts. Instead of letting these unqualified people or the... I'm not going to name brands, but the brands that sell headphones and earphones and all that. Somehow people are investing in that instead of being guided through those decisions with an audiologist. We've got to shift our focus. It's been a laudable mantra that we've had throughout my career thus far, that we need to diagnose and treat early. Diagnose and treat early. But I think it is time. We know too much. We've got to go beyond that. We've got to go beyond that.

Dave Fabry: The time has just flown by, and we have to have you back on the program to talk more. There's a lot more I want to talk about, about the different types of



individuals and the type of noise that they're exposed to, but we're going to have to save that for a different day, because as I said, you've provided so much information in a short amount of time. I think in the interest of Protect Your Hearing Month, let me ask a final question and say as somebody focused on protecting hearing loss before it occurs, what are some of your favorite sounds that you want to protect?

Grace Sturdivan...: Favorite sounds. I have three little girls, and right now, two of them are auditioning for the Sound of Music in our local theater. We have been acting out the Sound of Music with "So Long, Farewell" on our staircase since they could talk.

Dave Fabry: I love it.

Grace Sturdivan...: So right now, that is the most joyful sound is hearing them sing "Do-Re-Mi" and "So Long, Farewell" from The Sound of Music. That has been delightful.

Dave Fabry: Now I'm not going to be able to get that out of my head for the rest of the day, so thank you very much for that.

Grace Sturdivan...: You're welcome.

Dave Fabry: And thank you so much for spending time today on the podcast. And give your website one more time for our listeners so that they can go there and get additional information.

Grace Sturdivan...: Thank you. [Otoprotechnologies.com](http://Otoprotechnologies.com), [O-T-O-P-R-Otechnologies.com](http://O-T-O-P-R-Otechnologies.com).

Dave Fabry: Thank you. And again, I would point you to Starkey's website or SoundGear's website. Well, like I said, I definitely want to get you back on the podcast to talk more about some of the technology that we didn't have time for today. But thank you for the wealth of information, and I applaud you for your passion and driving after your passion. It's so great to have seen you and spent the time with you here today.

If you enjoyed this podcast on Sound Bites, please like us on your favorite platform. Hit subscribe if you don't want to miss a single episode like this one. And Dr. Grace Sturdivant, thank you so much for being with us today.

Grace Sturdivan...: Thank you, Dave. It's an honor.